



YORKSHIRE
AIR AMBULANCE

annual report | 11

Year ending March 2012



Saving lives across Yorkshire



YORKSHIRE

Mission Statement

To provide with integrity, transparency and pride, state-of-the-art emergency response air ambulances for the protection of human life across Yorkshire.

AIR AMBULANCE

Contents

- 02 Patron, Staff & Operational Staff lists
 - 04 Chairman's Report
 - 10 Vice-Chairman's Report
 - 13 Operational Performance Graphs
 - 14 Balance Sheet and Income & Expenditure
 - 16 Lottery & Legacies
 - 17 Provisions & Reserves Policy
 - 18 Sustainability & Environmental Responsibilities
 - 19 Roll of Honour 2010 &2011
 - 20 Follow us via Social Media!
- £10k donors & donations in kind



Yorkshire Air Ambulance

Royal Patron: HRH The Duke of York, KG

Patrons

Gaynor Barnes
Jon Mitchell
Charlie Hodgson
Martyn Moxon

Trustees

Peter Sunderland DL (Chairman)
Bruce Burns (Vice Chairman)
Catherine Selby
Kevin Hynes
Brian Chapman
Dr Peter Smith
Amarjit Singh
Sarah Moore
Sandra Rhodes
Simon Pearson (appointed April 12)
John Samuel (appointed April 12)

Staff

Senior Management Team

Paul Gowland (Director of Fundraising)
Neale Jacobs (Office & Operations Manager)
Irene Heap (Finance Manager)
Abby McClymont (Marketing & Communications Manager)
Captain Andrew Lister (Chief Pilot – appointed February 2012)

Staff

Jill Pukacz – Executive PA (appointed January 12)
Bob Smailes (East Yorkshire Fundraising Manager)
David Hebden (East Yorkshire Community Fundraiser)
Nicky Massen (West & South Yorkshire Area Manager)
Kerry Garner (West Yorkshire Fundraiser)
Mark Perry (South Yorkshire Fundraiser)
Tony Doveston (North Yorkshire Fundraising Manager)

Katie Collinson (Partnerships Manager)
Janet O'Hara (Grants & Trusts Officer – appointed June 12)
Sophie Wilkinson (Marketing & Social Media Assistant)
Marie McParland (Administrator)
Tracy Bull (Administrator- appointed October 11)
Allison Turner (Finance Assistant)
Heather Stansfield (Finance Clerk – appointed December 11)

Operational Staff

Steve Rendi (Locality Manager)
Darren Axe (Paramedic)
Lee Davison (Paramedic)
Sammy Wills (Paramedic)
Tony Wilkes (Paramedic)
Pete Vallance (Paramedic)
Kate Drye (Paramedic)
Dave Appleby (Paramedic)
Andrew Armitage (Paramedic)
John Baxter (Paramedic)
Darrell Cullen (Paramedic)
Paul Kilner (Paramedic)
Graham Pemberton (Paramedic)
Matt Syrat (Paramedic – joined March 12)
Leon Baranowski (Paramedic – joined March 12)
Sam Burgess (Paramedic – joined March 12)

Dr Alison Walker (Medical Director)
Dr Jez Pinnell (Medical Advisor)

Cpt Steve Cobb (Pilot)
Cpt Tim Taylor (Pilot)
Cpt Chris Attrill (Pilot)
Cpt Stuart Hadley-Clark (Pilot)

David Gardner (Dispatcher)



Chairman's Report

Peter Sunderland

Overview: In the conclusions of my report of 2011 I made the following three key statements:

1. With the additional operating hours and summer time flying the helicopters will be available for 7,312 hours this year and we are confident that we can build on the support that we receive to ensure that sufficient funding is available to continue our current operations and also to strengthen the reserves of YAA Charity to enable future developments. Our two air ambulances are providing a dedicated service with improved coverage of the Yorkshire region.
2. As always the key to the lifesaving charity operation is the continuation of funds being donated to enable the operation of our two helicopters and we are still totally reliant on financial donations of £7,200 per day, every day of the year, to keep them both operational – or £300 for every hour or £5 for every minute. We are constantly examining and improving the use of our assets and we are closely monitoring our expenditure against our agreed budget and maintaining our fundraising cost ratio at less than 14p for every £1.00 donated.
3. The YAA Charity's awareness profile is high and I am confident that this position will be maintained and that monies will continue to be donated to enable the Yorkshire Air Ambulances to be available for emergency missions 365 days a year.

I am therefore very happy to report that the overall income for the year ending March 2012 has again increased by nearly 12% against last year and [16% above our budgeted expectations] again with the UK still in recession.

After six years as Chairman I must first of all, on behalf of all the Trustees and all our charity staff team, thank most sincerely all our supporters who have again provided the vital support necessary to



ensure we are able to continue to offer the best service possible. All monies donated are spent wisely and any surplus has enabled us to provide a fund for the future replacements of our helicopters. We currently have under consideration several exciting projects which should enable us to reduce our cost base, whilst still providing an improved service.

In the year ending March 2012 we have flown a similar amount of missions to the previous year, however, the stand down times have been maintained at 12%.

Sadly due to planning restrictions, the hoped for development of our temporary Northern airbase at Bagby Airfield, near Thirsk, was not possible. In November 2011 we received an eviction notice from Hambleton District Council to remove our assets from Bagby. Thankfully, before the end of the year, we were able to announce that with support from the RAF Linton-on-Ouse and the Army, it would be possible for us to move to RAF Topcliffe and establish a long term and secure Air Support Unit. I would therefore record our grateful thanks to the Group Captain - RAF Linton-on-Ouse and the Commanding Officer of the 4th Regiment Royal Artillery and all their Officers for their help and support.

Our two Yorkshire Air Ambulance helicopters G-SASH & G-CEMS have been fully operational and have provided continuous 365 day cover, with extended 14 hours per day overlapping coverage in the summer. It was also possible to finance a loan helicopter for use during the two periods when both helicopters were offline for their annual service. The costs of operating both helicopters showed a saving of £79,000 against our budget and we have again managed to maintain and service the helicopters in line with our budgeted expectations – despite rising costs and a weaker pound against the dollar.

Filming has continued on the sixth series of "Helicopter Heroes" by BBC Yorkshire [who have now been resident in offices at our Air Support Unit at Leeds Bradford International Airport for 5½ years]. The programme has appeared for four weeks on morning BBC1 TV at 9:15 am throughout October 2012. I again thank Ian Cundall and the BBC team for their professionalism and support in working with the pilots and paramedics. Series seven is currently in production and is hoped to be aired in Spring 2013.

The www.yaa.org.uk website is constantly updated during the year and is now a growing source for regular sustainable income. During the year ending March 2012 online donations increased by a staggering 62%. Following a detailed study of the effects of the use of the internet and social media we now have a “Facebook” page [10,000+ supporters] and we are using “Twitter” [7,000+ followers] to publicise our operation and to spread information to our growing numbers of supporters. We have also introduced a range of YAA merchandise and Christmas cards which are available for purchase on-line or via the YAA Office.

A further strategy day is planned for the Autumn of 2012 and, as part of our regular Trustee Board meetings, our strategy is constantly being reviewed and updated.

Our Airdesk [“Easytask”] system software has been upgraded and now gives more detailed information regarding missions flown, flying hours, mission hours and stand downs etc – this allows even better monitoring of the efficient use of our two helicopters.

We are still maintaining a flat management structure with our Senior Management Team and they have again worked closely and directly with the Trustee Board and attend the regular monthly Trustee meetings - this system ensures the smooth running and decision making process for the Charity and it has again been agreed that the same transparent organisational structure will remain in place for the year 2012/2013. The Senior Management Team are Paul Gowland – [Fundraising Director], Irene Heap – [Finance Manager], Neale Jacobs – [Office & Operations Manager], Abby McClymont - [Marketing & Communications Manager] and Captain Andy Lister [Chief Pilot] who was also appointed to the SMT in February 2012.

In October 2011, as reported last year, we resigned as members of the AAA – there are now four other Air Ambulance Charities who are not members of Association of Air Ambulances (AAA).

Media update training has again also taken place for three of the Charity’s personnel who would be responsible for the management of any emergency situations. Our crisis management strategy is continuously being reviewed and all documents are updated, revised and issued as appropriate.

Over the last year, we have welcomed Sophie Wilkinson to our Marketing team. Sophie joined us as Marketing & Social Media Assistant from Huddersfield University on her placement year, where she is studying a degree in Business Management. Over the last year, Sophie has worked hard at improving and maximising our Social Media presence through Facebook and Twitter, and keeping our website news & events sections up to date amongst other duties.

Fundraising

The year ending March 2012 saw overall incomes [including Legacies and In Memorium donations] increased by nearly 12% over the previous year 2011 and culminated in total income of over £4.3M. Legacies & in Memoriam incomes stood at £902k [budget £900k] - these are two important areas of support for the YAA.



The income represents 75p per head of population in Yorkshire, which is a significant result in the current tough economic climate and proves that with the strength and experience of the YAA team, they are still receiving solid support and backing from the people of Yorkshire. We have also managed to keep our fundraising costs at less than 17p in the £1.

The Affinity account with the Barnsley Building Society [Yorkshire Building Society], which I reported last year, had £14M invested in 2,808 accounts – now stands at over £14.1M.

The Bag-It-Up Recycling Scheme now has circa 200 static units across the Yorkshire region and raised £305k in the year ending March 2012. The influx of funds from our recycling partnership has shown a 22% increase.

Lottery income remained at similar levels to the previous year and provided a good contribution.

Donations, Corporate and Sponsorship incomes showed a healthy increase of 20% over the previous year.

We are again extremely grateful to Mr. & Mrs. T Bramall and family for their valuable past, present and continued support which is of enormous benefit to the Charity.

We are also pleased to receive on-going yearly support from the Freemasons in Yorkshire and also the Freemasons Grand Charity.

The YAA lottery can now be played online via our website and continued to make valuable contributions. On-line gift aided donations are still increasing – Grants & Trusts income showed continuing valuable income of £252,886. Direct donations from UK tax payers are now worth £1.25 for every £1.00 donated.

I extend the Trustee Board's thanks to the dedicated members of our Charity team, volunteers, supporters and corporate sponsorship which has resulted again in increased incomes, compared with our budget estimates for the year.

We are also grateful to the following for their support and I would acknowledge the benefits in kind support that we have received, which totalled nearly £112k. For the Statutory Accounts, benefits in kind are treated as income and the same amount deducted in the appropriate actual cost code.

• Landing fees – Leeds Bradford International Airport	£40,000
• Vehicles - D M Keith Skoda	£ 9,297
• CDP – web design	£ 5,000
• Huddersfield Town Football Club	£21,100
• B Braun Sheffield - events managment	£30,000
• Europa	£ 2,000
• Other	£ 5,000

Operations - helicopters

The key statistics for our two Air Ambulances for the year ending March 2012 are as follows:

- 7,312 hours of available cover [when helicopters were scheduled to be operational]
- 998 missions flown
- 376 patients carried
- Average cost per mission circa £1,844
- The average flying hours per patient carried was 77 minutes
- The average mission time was just under 69 minutes
- Total litres of fuel used in the year was 187,650 litres and represents a cost of nearly £11.5k per month
- Average litres per flying hour were 333 per helicopter
- G-SASH and G-CEMS both had their annual service in the year ending March 2012

Our 5 year contract with MAS was terminated at the end of July 2012 and a contract was negotiated with Multiflight at Leeds Bradford International Airport for our on-going maintenance, pilotage and technical support. This new contract offered a saving in the basic monthly cost and also in lost time and transfer costs in flying to Cheltenham for major services and has also resulted in less downtime and the speedier attention to minor items on a day to day basis. It also is an onsite facility and has the added advantage of spending our donated monies in Yorkshire.

Finance

I am again extremely pleased to report that the Charity has had another excellent year with a comfortable surplus of income over expenditure and also a strong performance against budget expectations.

The net consolidated assets of the YAA Charity have again increased by 24.5% and now stand at £6.8M. Yet again we have managed to maintain our administration and fundraising expenditure in line with budget and at under 25% - leaving 75p in every £1 for the use in providing the overall service. Summer extended flying costs have been maintained at close to the level of last year and again under budgeted expectations. We have also financed the use of a relief helicopter for the maintenance periods of both helicopters.

The Trustees have also again been keen to increase our reserves and a policy has been adopted to allow for future developments. The aim is to build reserves of £4.4M to £5.9M to sustain operations for 18-24 months. The current reserves are under this requirement, however, it is envisaged that income over the next 12 months will be maintained or increase from current levels and hopefully by March 2013 our reserves will increase as planned.

At some time in the future it will be necessary to replace our oldest helicopter and the Trustee Board have agreed to the commencement of a designated fund [as part of our reserves policy] to provide for any future developments or major purchases and this is shown in this year's accounts as a designated fund of £1M.

The upgrade of our financial software from Sage 50 to Sage 200 and the activation of the CRM [Customer Relationship Module] have been implemented and all our records transferred. All staff have been trained in its use and it is proving of great benefit to our fundraising and administration personnel.

Sadly Harry Smith [one of our original Trustees] retired in September 2011 and a suitable presentation was made to acknowledge all of his work and support during the last eleven years. One of our new trustees [John Samuel] who was appointed in March 2012, has agreed to take on the role that Harry was responsible for.

As always full detailed financial information is included in the finance report by John Samuel [Trustee for Financial matters]. Copies of our Audited accounts are available from our HQ at Cayley House, Elland [01422 237900] – they are available both electronically and in hard copy formats.

Highlights of the year

- Our AGM in November 2011 was again extremely well attended and I recommended that we adopt a theme for the year based on the word “REINFORCE” and this has formed the basis of our strategy for the year.
- The recognition dinner at Ridding Park on 24th November 2011 and presentation of awards had a new and exciting format and was again extremely well attended attend by 200 people. The event was again organised and overseen by Brian Chapman and his team at B. Braun Sheffield. Brian is one of our Trustees and I would place on record our thanks and appreciation to him and his team for their hard work and dedication.
- The “Keep It Up Campaign” with Huddersfield Town Football club is a joint three year fundraising venture. 50% of the monies raised will benefit the YAA and 50% The Huddersfield Town Football Academy for training young players. The income produced in its third year was £250,000 with a total cumulative total over the 3 year period of £711,000 – a truly unbelievable amount. It is with grateful thanks to HTFC that I can announce that our partnership will continue until a target of £1M is reached.
- Of particular note was the achievement by Bag-It-Up [our clothes re-cycling partner] on reaching a cumulative donations of £1M and I would record our most grateful thanks to them for this truly wonderful and on-going support.
- In March 2012 we appointed two new Trustees, following our advertisement in the Yorkshire Post, and we are pleased to welcome Simon Pearson from North Yorkshire and John Samuel from West Yorkshire to strengthen our Trustee Board.
- During the year a decision was taken to apply for our own AOC [Air Operators Certificate] with the CAA [Civil Aviation Authority], the result of which would give us greater flexibility of operation and also to make further savings by directly employing our own pilots. This has been a long process to meet the CAA requirements and also to instigate all of the systems to comply with their requirements.



This process required us to employ our own Chief Pilot and this happened in February 2012 when Captain Andy Lister was appointed to that position.

- The Yorkshire Building Society affinity account is continuing and will be available at all their branches. These two accounts offer savers either 2% or 1.75% with an annual payment to the Charity of 1% on the average balance on both accounts throughout the year.
- The charity team were sad to lose Melanie Broadbent and Lisa Holland who now work for national charities. We took the opportunity to review our team structure in light of our growth and progression. We were very pleased to welcome to the team David Hebden, East Yorkshire Community Fundraiser; Sophie Wilkinson Social Media and Marketing Assistant; Tracey Bull, Administration Assistant; Heather Stansfield, Finance Clerk; Jill Pukacz, Executive P.A. These appointments have strengthened the team.
- We are pleased to announce a new funding initiative with James Potter eggs who are donating a % for every dozen eggs sold in Yorkshire. The eggs are available in all major supermarkets carrying the YAA logo.
- We welcome Arco as the latest addition to our corporate partners; the company has agreed a three year commitment to YAA involving multiple strands of support to the charity.
- Saracens and England International Fly Half Charlie Hodgson celebrated his testimonial year with a dinner in Halifax at his first club Old Brodleians. Stars of the Rugby Union international scene joined Charlie to raise money for the YAA.

Yorkshire Ambulance Service NHS Trust

Regular Partnership meetings take place between the Yorkshire Ambulance Service and the Yorkshire Air Ambulance Charity. The Service Level Agreement has been signed and now forms the basis of our joint working agreement and it will be reviewed on an annual basis.

Our thanks go to the executive team and in particular to David Whiting Chief Executive, Della Cannings Chair of the Trust Board of Yorkshire Ambulance Service and Ian Walton Associate Director of Resilience and Special Services.

I would also extend a special thanks to Steve Rendi [Locality Manager] who has been responsible for the management of our Air Support units on a day to day basis.

I again must also thank Dr Alison Walker our Medical Director for all her support and advice, together with Dr Jez Pinnell our Medical Advisor and our thanks are also extended to all the Paramedics and Doctors for their work in attending trauma incidents through our Yorkshire region.

Future

A further BBC series of "Helicopter Heroes" commenced in October 2012 and was shown on every weekday for the following four weeks

and it was also again broadcast in HD format. This series has again proved to be compulsive viewing and also very successful for the Charity, as it allows all our existing supporters to see at first hand where their monies are being spent and also to encourage new donors.

I will be able to give a detailed update of planned events for the next year at our Recognition Awards dinner and Annual General Meeting which will be on Thursday the 29th of November 2012. We are holding our AGM in the afternoon and this will be followed by our Recognition Dinner in the evening – both events will take place at Tankersley Manor Hotel, Barnsley.

We are in the process of examining other sites with a view to establishing our own Air Support Unit in or around the Wakefield area, which with our new Northern base at RAF Topcliffe should provide the maximum cover for the whole of the Yorkshire region.

One of our helicopters appeared on both "Emmerdale" and BBC Country File" in May 2012.

HRH The Duke of York agreed to officially open our new base at RAF Topcliffe and this took place on Monday 9th July 2012. The Duke of York has also agreed to be our Royal Patron and this was announced during his visit.

We have been pleased to welcome Janet O Hara who joined the team as Grants and Trust Officer in June 2012 to develop this valuable income stream.

Wilkinson's stores have adopted YAA as their charity of the year for 2012 - a further boost to our fundraising income and profile region wide.

Super League club Hull F.C. have chosen YAA as their charity for the coming season with the YAA logo appearing on the team kit and around the K.C. Stadium.

A planned strategy day will take place on the 28th September 2012.

Thanks

Special thanks must as always go to our Patrons Gaynor Barnes, Jon Mitchell, Charlie Hodgson & Martyn Moxon, for their help, support and ambassadorial role within the Charity and I would also record special thanks from the Trustees and staff for all their help and support.

My thanks go to all our staff and volunteers for their hard work and dedication. I would record a special welcome to our newly elected Trustees John Samuel and Simon Pearson and I am sure their skills will prove to be of value and strengthen the important role the Trustee Board has in the control of all the Charity's finances; management & development. I would express personal special thanks to all the Trustees for all their help, guidance and support throughout the year and also for their individual overseeing roles and involvement in specific areas of the Charity. I would record special thanks on behalf of the Charity to the Vice Chairman Bruce Burns for overseeing the operational side of the Charity and in particular, as our CAA Accountable Manager, for the work and effort in establishing our own AOC. Hopefully this will be received in November 2012.

My final thanks go to the operational personnel – Locality Manager [Steve Rend], Yorkshire Ambulance Service Paramedics, our Chief Pilot [Andy Lister], Senior Pilot [Steve Cobb], pilots, dispatchers, the dedicated fundraising and management staff, [Doctors, Office, Finance and Administration teams] together with our all volunteers and supporters, for their hard work in raising the necessary funds to enable the two Yorkshire Air Ambulances to continue to operate 365 days a year on their vital emergency lifesaving missions.

Conclusion

The Trustee Board has again agreed the strategy and budget for the year 2012/2013 and this, as always, will be regularly reviewed and monitored. Again I am confident that we can ensure a satisfactory conclusion to our year ending March 2013, even with tough economic conditions in the UK. We are already seeing in the first six months of this financial year strong support against budgeted expectations.

Again with longer summer time flying hours our helicopters will be available for 7,312 hours this year [an average of 10 hours for every day of the year for each helicopter]. We are confident that the support we receive will ensure that sufficient funding is always available to continue our current operations and also to strengthen the reserves of YAA Charity to enable future developments.

As always the key to the lifesaving charity operation is the continuation of funds being donated to enable the operation of our two helicopters and we are still totally reliant on financial donations that have now increased to £8,100 per day, every day of the year, to keep them both operational. We are constantly examining and improving the use of our assets and also we are closely monitoring our expenditure against our agreed budget together and maintaining our fundraising cost ratio at less than 17p [together with a total cost to operate the Charity of 25p] for every £1.00 donated.

The YAA brand is extremely well known in both the Yorkshire region and nationally and I am confident that with the support and generosity of all our donors that this position can be maintained to enable the Yorkshire Air Ambulances to be available for emergency missions 365 days a year.

Transparency is the key word in all our dealings and in all our efforts to ensure good corporate governance. As always it goes without saying that should there be any specific questions, queries, thoughts, suggestions, ideas or specific items that you would like to discuss – please do make contact.

I am constantly surprised by the generous support we receive from all the people of the Yorkshire region and I would extend my sincere and personal thanks on behalf of the YAA Charity to everyone, who in any way supports the Yorkshire Air Ambulance to enable the provision of state of the art Air Ambulance service with our two helicopters.

Peter Sunderland DL

Chairman

November 2012



Vice Chairman's Report

Bruce Burns

It has been twelve months since my last report. Since that time a great deal has happened at the YAA. We have seen an increase in the number of incidents attended, this year totalling 998, with a total of 376 patients carried directly to hospitals across the region for live-saving treatment. This means on average, at least one person every day last year was taken to hospital by one of the YAA helicopters. We fly to the majority of hospitals across the region, the busiest five in the last year being:

- Leeds General Infirmary – 156 flights
- James Cook University Hospital, Middlesbrough – 53 flights
- Harrogate District Hospital – 28 flights
- Sheffield Northern General Hospital – 23 flights
- Hull Royal Infirmary – 20 flights

It was reported last year about our relocation to North Yorkshire. From initially using a satellite base at Bagby Airfield we are delighted to have settled in extremely well at our permanent base at RAF Topcliffe, within the Allenbrooke Barracks near Thirsk, after moving there at the beginning of 2012. My personal thanks go to Air Commodore Terry Jones, his wife Anna, and to Squadron Leader Angela Unsworth who all made the move to Topcliffe a great success. Our thanks also to Colonel Richard Wallwork and the 4th Regiment Royal Artillery, for their help and support in welcoming us to the base too.

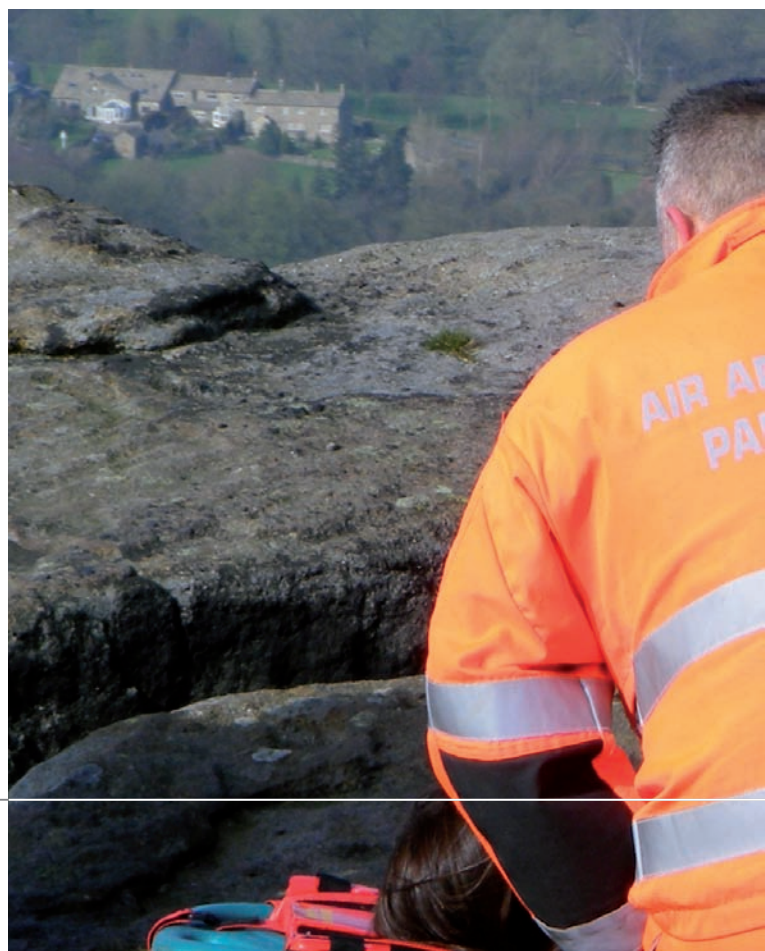
The YAA now has an operational base, a hangar, and independent fuel facilities at Topcliffe. The crew also have access to dedicated accommodation on site too. It is important that our Pilots and Paramedics have sufficient downtime in between shifts, particularly in the summer months when they are working twelve hour shifts, so having their own accommodation on site is of terrific benefit.

The installation of facilities at Topcliffe include a sluice room & specialist laundry facilities for crew flight suits. We also have ample hangar space for one of the helicopters, which also allows us to carry



out some maintenance without having to fly back to our maintenance provider at Leeds Bradford International Airport. The main RAF Flight Tower acts as our base where we have a large office, kitchen and storage areas on the ground floor. We also have our own dedicated training room, locker and shower areas too, and all the communication infrastructure needed to respond to emergency calls.

In summary, I am pleased to report that the northern area of Yorkshire now has full Yorkshire Air Ambulance cover, and we have seen an increase of incidents attended in the area since our relocation.



The charity is always looking to improve our operational activities and performance, so at the end of 2011 the Board of Trustees approved the application to the Civil Aviation Authority (CAA) for the charity to obtain our own Air Operators Certificate (AOC). This will mean that the YAA will not only own our helicopters directly, but we will operate them directly too, giving us more control over maintenance and operational costs amongst other technical issues.

It has been a long and arduous process compiling the application for the AOC – it is something that cannot be done lightly. As part of the process, the YAA were required to appoint our own Chief Pilot, so in early 2012 we were delighted to appoint Captain Andrew Lister to the team.

As the allotted person who would become the Accountable Manager for the AOC, I was required to be interviewed by the CAA before I was approved as the person able to fulfil the role.

It has taken the majority of the year to put the application together which Captain Lister has coordinated with support from myself. Neale Jacobs, our Operations & Office Manager has now taken on the responsibilities for ground operations and the maintenance of our air bases.

If all goes according to plan, the YAA will be the first independent air ambulance in the UK to have its own AOC to Jar Ops3. This will be a phenomenal achievement for us.

The charity has had some additional expenditure this past year with regards to the helicopters and operational issues.

Back in the Summer of 2011 we were concerned to hear the news that the main support beam on G-CEMS had snapped. This was a really serious issue for the charity, having never happened on this type of helicopter before. Given the seriousness of the incident, the

Air Accident Investigation Bureau (AAIB) and the FAA (Federal Aviation Authority) in the USA were involved in the investigations. Luckily for our crews, the helicopter was on the ground prior to take off when the beam snapped. The total cost of repairs to G-CEMS during this time, plus hiring a relief aircraft to cover was over £65,500.

This really was a significant amount of money for the YAA. Unfortunately we are not immune from unexpected maintenance to either of the helicopters, a reason why our maintenance budget is so high.

The charity had another major cost earlier this year when the number one engine on G-CEMS failed compressions before starting on a mission. Unfortunately the engine was damaged by a foreign object. The outcome was that the entire engine had to be replaced at a cost of \$480,000. And this wasn't even a brand new engine, this was a reconditioned one, however insurance covered the bulk of the replacement cost.

When each of the helicopters goes for its annual service every year, the charity leases in an aircraft to cover for the 4 to 6 weeks each aircraft is off line, making sure we still have two helicopters covering the region.

As the Vice- Chairman I could not do my job without the help and support of so many people. Firstly, I would like to thank Mr John Whittaker of West Yorkshire Police Aviation Section for all his help and advice with our operational activities. My thanks also to the police forces of South Yorkshire, Humberside, and Greater Manchester. I attend meetings with all these forces as we all operate the same aircraft – the MD902 Explorer.

At one point we also thought the YAA may have to register for the Care Quality Commission (CQC) however we have been notified that this is not the case as this activity is covered by the Yorkshire Ambulance Service NHS Trust (YAS) and the CAA.





Vice Chairman's Report Continued.

Another significant change happened this last year with the renewal of our maintenance agreement. The new contract was awarded to Multiflight, based at Leeds Bradford International Airport. The new agreement gives the charity substantial savings. It also means that we are keeping monies raised by Yorkshire folk in Yorkshire, supporting a Yorkshire business. Our thanks must go to the team at Multiflight and to Mr Steve Borrowdale and Mr David Hood for all their support and hard work to make this happen. It is a successful partnership and has worked well.

My thanks also to Leeds Bradford International Airport for all their support during the year, waiving our landing fee costs and maintaining their general support of the charity.

The YAA meets on a regular basis with the team at Yorkshire Ambulance Service NHS Trust (YAS) – they provide our paramedics and medical support. Our chairman has all ready thanked them, but it has to be said that the support they give us is excellent. My thanks also to Mr Dave Whiting (CEO), Ian Walton (Associate Director of Resilience & Special Service) and Ms Della Cannings (Chairman), for all their help and ongoing support.

An extra big thank you must go to Mr Steve Rendi (Locality Manager) whose help, support, guidance and management has been very much appreciated.

The charity attends a plethora of meetings to enhance co-operation with all the parties that we work with. Meetings attended on a regular basis include the Search and Rescue (SAR) meetings held at North Yorkshire Police HQ and chaired by PC John Rushton. This group has been a good success for all involved, with the air ambulance helping to enhance communications and systems.

I have also had much interaction with Embrace and Nets UK – both are involved with the pre-hospital critical care of babies and small children. Embrace is a paediatric retrieval service which operates within the Yorkshire region. We now work with them to get Paediatric Consultants to a critically ill baby or child, at any hospital within the Yorkshire region when road transport is not fast enough. Over the next 12 months there will be progressions with this partnership.

The charity, as a member of the European Helicopter Ambulance Congress (EHAC), attended the bi-annum meeting in Brighton earlier in the year. EHAC operates at a European level, keeping all of its members informed of the changes from the European Aviation Safety Agency (EASA) and any changes to medical delivery and systems that help the YAA plan for future changes and developments.

We have also re-negotiated the landing permits for Sheffield Children's Hospital and Northern General Hospital with the local authority which was, in the end, provided free of charge.

To the people of Yorkshire, I thank you for the help and support you give us which allows the charity to move forward, plan and become the best air ambulance service we can be to the people of Yorkshire.

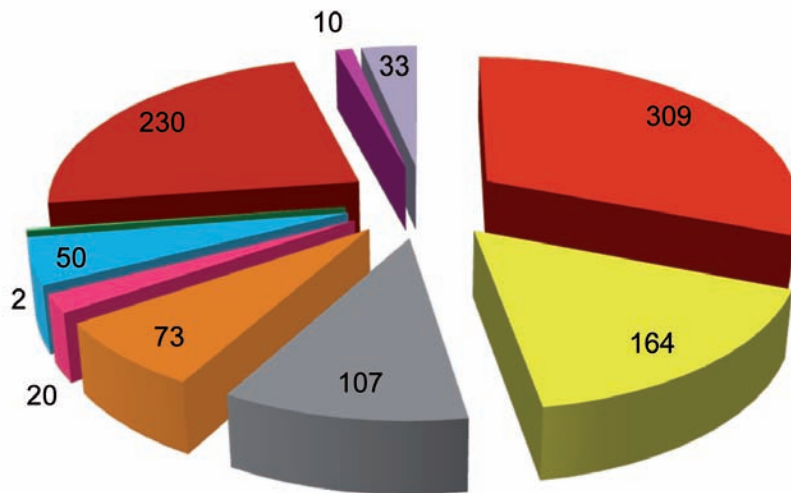
Bruce Burns
Vice-Chairman

November 2012

Operational performance

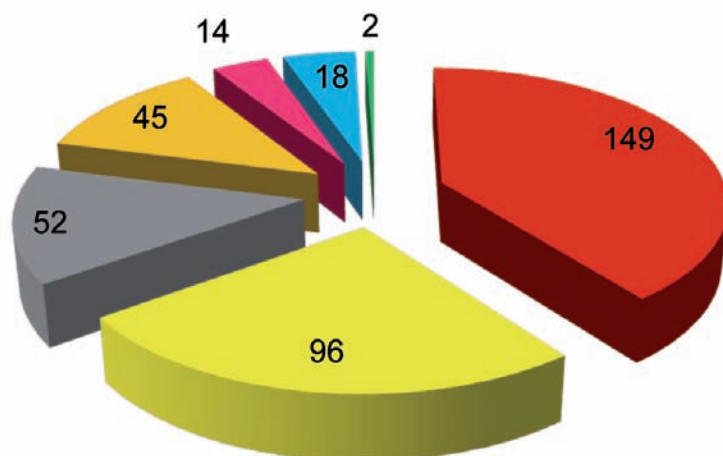
ALL TASKS | 2011

1st April 2011 to 31st March 2012



PATIENTS CONVEYED | 2011

1st April 2011 to 31st March 2012



Financial results

Consolidated results for the year ended 31st March 2012

Income & Expenditure:

	March 2011/2012 £000's	March 2010/2011 £000's	March 2009/2010 £000's	March 2008/2009 £000's
Income	4,306	3,856	3,752	3,151
Expenditure				
Cost of Generating Funds	713	**622	*833	484
Governance Costs	43	38	43	75
	756	610	876	559
Operational Costs	2,204	**2,155	1,952	1,698
Total Costs	2,968	2,815	2,828	2,257
Increase in reserves	1,338	1,041	924	894
Total Reserves B/FWD	5,468	4,427	3,503	2,609
Total Reserves C/FWD	6,806	5,468	4,427	3,503

Consolidated results for the year ended 31st March 2012

Balance Sheet as at:

	March 2011/2012 £000's	March 2010/2011 £000's	March 2009/2010 £000's	March 2008/2009 £000's
Fixed Assets	2,984	3,195	3,338	3,190
Current Assets				
Debtors and stock	470	248	415	391
Bank Balances	3,792	2,327	1,552	1,012
	4,262	2,575	1,967	1,403
Current Liabilities				
Creditors	440	302	552	552
Net Current Assets	3,822	2,273	1,415	881
Long Term Liabilities	0	0	325	569
Net Assets	6,806	5,468	4,428	3,502
Represented By				
Restricted Funds	30	38	62	40
Designated Funds	1,000	2	6	9
Unrestricted Funds	5,776	5,428	4,360	3,453
	6,806	5,468	4,428	3,502

* please note that the 'Cost of Generating Funds' in 2009/2010 is notably boosted due to the inclusion of the 'Donations in Kind' figure which was significant for that year

** please note these figures have been adjusted to reflect the change to method of apportioning support costs - they are only amended by way of comparison



Financial results

Lottery Results to March 2012

Income & Expenditure		2011/2012 % of income £000's		2010/2011 % of income £000's		2009/2010 % of income £000's		2008/2009 % of income £000's	
Income	230	100%	236	100%	243	100%	262	100%	
Expenditure									
Prizes	55	23.91%	50	21.20%	56	23.00%	64	24.40%	
Admin	21	9.13%	24	10.20%	25	10.30%	41	15.60%	
	76	33.04%	74	31.40%	81	33.30%	105	40.10%	
Operational Surplus	154	66.96%	162	68.64%	162	66.70%	157	59.90%	
Donations to YAA Charity	154		162		162		157		
Net Surplus/-Loss	0		0		0		0		

Legacies to March 2012

	2011/2012 £000's	2010/2011 £000's	2009/2010 £000's	2008/2009 £000's	2007/2008 £000's	2006/2007 £000's	2005/2006 £000's
Legacies Notified	902	962	592	407	283	1,380	141
Largest Legacy	100	380	121	101	62	620	95
Smallest Legacy	1	1	1	1	1	1	1
Number of Legacies	57	46	45	40	24	26	5

Provisions of Helicopters to March 2012

2011/2012

Helicopters

At some point in the future it will become necessary to replace our oldest helicopter and therefore the Trustee Board have agreed to the creation of a designated fund to provide for future developments/major purchases. This fund currently stands at £1M.

Reserves Policy

Our reserves policy has been increased and is now to build towards a free cash balance of £4.4M to £5.9M which will sustain operations for a period of 18 - 24 months at the new daily funding rate needed of £8,100 per day. The free cash balance is the bank balance net of restricted or designated funds and net of current creditors/ current debtors.



Sustainability & Environmental Responsibilities

The Yorkshire Air Ambulance (YAA) has a duty of care to the people of Yorkshire and its visitors – to provide a rapid response emergency service when needed. We are constantly striving to be at the forefront of air ambulance operations, and are always looking for the next advancement in our industry, whether it be medical or operational.

In modern day business, we are acutely conscious that we have a responsibility to manage and maintain our obligations to the environment in which we work in. Given the nature of our operation, we are aware that it is imperative that we do everything we can to manage these obligations in the best possible way.

The YAA acknowledges and accepts that our work has an impact on the environment; however we strive to actively manage this where we can. This includes the installation of photovoltaic panels at our Charity HQ in Elland.

We aim to:

- Promote responsibility for the environment within our organisation to all of our staff.
- Ensure that where applicable, items such as paper, plastic, cardboard and cans/tins are either recycled or reused.
- Pro-actively manage our electrical and water consumptions through simple initiatives such as switching off appliances etc when they are not in use or only using required amounts of water when boiling the kettle.
- Where relevant, use energy-efficient electrical products at our bases and Charity HQ.
- Comply with any environmental legislations relevant to our organisation.
- Encourage our staff to effectively manage their travel arrangements to minimise potential impact on the environment.
- Where possible, source products and services within the Yorkshire region, to reduce our carbon footprint and support the local economy.

Roll of honour

2010 and 2011

2010 Volunteers

David Smith
Matthew Walshaw
Mike Bevington
Ken Horner

Organisations & Fundraisers

The Women's Institute
Bronte Tractor Run
Outlaws & Inlaws
Burley in Wharfedale Unionists
The Palace Public House
Drax Power Station
RAF Linton on Ouse
Sheriff Hutton Point to Point
Building Control for South & West Yorkshire
Margaret Eyre
Wadsworth Fundraising Group

Patient Fundraising Ambassador

Avril Nettleton

Corporate

Marks & Spencer

Media

Scarborough Evening News

Outstanding Partnership

Huddersfield Town Football Club

Chairman's Award

Cliff Wanklyn

2011 Volunteers

Dave Towney
Pat Lee
Jim Harris
Anne Harding MBE
Scarborough Volunteer Team

Organisations & Fundraisers

The Young Farmers
Kellingley Colliery
Tim Dewhirst
Ann Kent
Jenny Sleights
Menston Evening Townswomen Guild
Santander
Val Pawsey
Otley Golf Club
Baildon Charity Committee
Lions Club of Huddersfield
Harrogate Hospital Ambulance Desk

Patient Fundraising Ambassador

Christine Parkinson

Corporate

SICL
Veolia
CDP
Heavenly Group

Media

Sam Casey

Outstanding Partnership

Sovereign Healthcare

Chairman's Award

Bag It Up

£10K donors

Supporters who kindly donated over £10,000 during 2011/2012:

B. Braun Medical Ltd
Bag It Up
Drax
Huddersfield Town Football Club
The Liz and Terry Bramall Charitable Foundation
Marks & Spencer
Royal Ancient Order of Buffalos (Leeds)
Sovereign Health Care
William Hill
Yorkshire Building Society

Donations in kind:

B. Braun Medical Ltd
CDP Creative
D M Keith Skoda
Europa Services
Huddersfield Town Football Club
Leeds Bradford International Airport

Follow us via Social Media!

You can now keep even more up to date with what we are up to at the Yorkshire Air Ambulance by following us through various social media channels!

You can follow us on Facebook by visiting our fan page - just search 'Yorkshire Air Ambulance' in the search bar at the top of the page, then 'Like' the page. We post various bits of news and articles including information about Helicopter Heroes, YAA related stories, the latest fundraising campaigns and much more! We love to hear from our supporters, so if you've got something to tell us, please post it on the page. We also encourage supporters to post about any fundraising events they are organising or taking part in. Likewise, we will always endeavour to answer any questions put to us via Facebook.

We are also very active on Twitter too and can be followed via @YorkshireAirAmb. And if you follow us and have something interesting to say, we'll follow you back too!

The most recent addition to our website is a 'Blog' function where we will be posting interesting and insightful blogs. These will include finding out about what the team get up to on a day to day basis as well as other topics that we hope you will find of interest. You can locate the blog by visiting the YAA homepage at www.yaa.org.uk and clicking on the 'Blog' icon at the top of the page.

Download the App to watch HM98 & HM99 fly across the region to the many hospitals we fly into, and see just how far and wide we have travelled in a week. You can also get access to the latest facts, figures and information from the Charity which you can then share with your own Facebook and Twitter followers. Of course, there are also some more fantastic bits on the App, but you'll have to download it to find out what that is!

You can download the official YAA App from the iTunes store.



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NO STEP

M
MORRISONS





YORKSHIRE
AIR AMBULANCE

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www.yaa.org.uk

Registration No. 1084305

Yorkshire Air Ambulance is a Registered Charity